

CONTRACT



WRC
4001 Nebraska Ave. NW
Washington, DC 20016
(202) 885-4000

www.nbcwashington.com

And:

MEDIA STRATEGIES & RESEARCH VA
11350 RANDOM HILLS ROAD
SUITE 670
FAIRFAX, VA 22030

<u>Contract / Revision</u> 342962 /		<u>Alt Order #</u>
<u>Product</u>		
<u>Contract Dates</u> 10/22/12 - 11/02/12	<u>Estimate #</u> 12707	
<u>Advertiser</u> DSCC-KAINE FOR SENATE 2012		<u>Original Date / Revision</u> 10/19/12 / 11/14/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WRC	<u>Account Executive</u> Kaitie Conway	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> RA35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> 42650		<u>Advertiser Ref</u> 28809

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WRC	10/22/12	10/28/12	5-6A NEWS4 @5AM	5A-6A		:30			NM	3	\$2,430.00
	CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-1-1--				3	\$810.00			
N 2	WRC	10/22/12	10/28/12	5-6A NEWS4 @5AM	5A-6A		:30			NM	2	\$1,410.00
	IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-1-1---				2	\$600.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	WRC	10/22/12-10/28/12	5-6A NEWS4 @5AM	5A-6A	-Tu-Th----	:30		\$600.00	NM		
		See MG 2.3										
		PREEMPT										
	3	WRC	10/31/12-10/31/12	5-6A NEWS4 @5AM	5A-6A	---W-----	:30		\$810.00	NM		
		Ⓜ MG for 2.2 10/25										
N 3	WRC	10/22/12	10/28/12	6-7A NEWS4 @ 6AM	6A-7A		:30			NM	2	\$2,800.00
	IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-1-1---				2	\$1,400.00			
N 4	WRC	10/22/12	10/28/12	6-7A NEWS4 @ 6AM	6A-7A		:30			NM	3	\$5,400.00
	CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-1-1--				3	\$1,800.00			
N 5	WRC	10/22/12	10/28/12	7-9A TODAY SHOW	7A-9A		:30			NM	5	\$12,700.00
	CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	11111--				5	\$2,540.00			

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FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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<u>Contract Dates</u> 10/22/12 - 11/02/12		<u>Product</u>
<u>Advertiser</u> DSCC-KAINE FOR SENA		<u>Estimate #</u> 12707
<u>Original Date / Revision</u> 10/19/12 / 11/14/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 6	WRC	10/22/12	10/28/12	9-10A TODAY SHOW 2	9A-10A		:30			NM	2	\$2,700.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	- 1 - 1 - -				2	\$1,350.00			
N 7	WRC	10/22/12	10/28/12	10-11A TODAY SHOW 3	10A-11A		:30			NM	2	\$2,000.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	1 - 1 - - -				2	\$1,000.00			
N 8	WRC	10/26/12	10/26/12	11A-12P MIDDAY NEWS	11A-12P		:30			NM	1	\$400.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	- - - - 1 - -				1	\$400.00			
N 9	WRC	10/25/12	10/25/12	11A-12P MIDDAY NEWS	11A-12P		:30			NM	1	\$600.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	- - - 1 - - -				1	\$600.00			
N 10	WRC	10/23/12	10/23/12	Ellen	3P-4P		:30			NM	1	\$600.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	- 1 - - - - -				1	\$600.00			
N 11	WRC	10/25/12	10/25/12	Ellen	3P-4P		:30			NM	1	\$800.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	- - - 1 - - -				1	\$800.00			
N 12	WRC	10/22/12	10/28/12	4-5P NEWS4 @ 4PM	4P-5P		:30			NM	4	\$4,320.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	- 1 1 1 1 - -				4	\$1,080.00			
N 13	WRC	10/22/12	10/22/12	4-5P NEWS4 @ 4PM	4P-5P		:30			NM	1	\$700.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	1 - - - - -				1	\$700.00			
N 14	WRC	10/22/12	10/28/12	5-6P NEWS 4 @ 5PM	5P-6P		:30			NM	4	\$6,480.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	1 1 - 1 1 - -				4	\$1,620.00			
N 15	WRC	10/22/12	10/28/12	5-6P NEWS 4 @ 5PM	5P-6P		:30			NM	1	\$1,200.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	- - 1 - - - -				1	\$1,200.00			
N 16	WRC	10/22/12	10/28/12	6-7P NEWS4 @ 6PM	6P-7P		:30			NM	5	\$9,000.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	1 1 1 1 1 - -				5	\$1,800.00			

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FOR NBCE CONTRACTS:

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<u>Advertiser</u> DSCC-KAINE FOR SENA		<u>Estimate #</u> 12707
<u>Original Date / Revision</u> 10/19/12 / 11/14/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
N 17	WRC	10/27/12	10/27/12	630-7P NBC SA NIGHTLYNE	630-7P		:30			NM	1	\$5,400.00		
CDR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/22/12	10/28/12	-----S-				1	\$5,400.00					
N 18	WRC	10/24/12	10/24/12	730-8P ACCESS HOLLYWO	730P-8P		:30			NM	1	\$5,500.00		
CDR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/22/12	10/28/12	--W----				1	\$5,500.00					
N 19	WRC	10/27/12	10/27/12	Redskins Showtime 7-730p	7-730P		:30			NM	1	\$1,500.00		
CDR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/22/12	10/28/12	-----S-				1	\$1,500.00					
N 20	WRC	10/22/12	10/22/12	Pres Debate #3	9-11p		:30			NM	6	\$13,900.00		
CDR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/22/12	10/28/12	M-----				1	\$14,000.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>				
	1	WRC	10/22/12-10/28/12	Pres Debate #3	9-11p	M-----	:30		\$14,000.00	NM				
	See MG 20.2,20.3,20.4,20.5,20.6,20.7													
	PREEMPT													
	2	WRC	11/02/12-11/02/12	1-2P DAYS OF OUR LIVES	1P-2P	-----F----	:30		\$800.00	NM				
	Ⓜ MG for 20.1 10/22													
	3	WRC	10/31/12-11/05/12	Steve Harvey	2-3p	M--WThF----	:30		\$425.00	NM				
	Ⓜ See MG 20.11													
	PREEMPT													
	4	WRC	10/31/12-11/05/12	Steve Harvey	2-3p	M--WThF----	:30		\$425.00	NM				
	Ⓜ See MG 20.12													
	PREEMPT													
	5	WRC	10/31/12-11/05/12	Steve Harvey	2-3p	M--WThF----	:30		\$425.00	NM				
	Ⓜ See MG 20.9													
	PREEMPT													
	6	WRC	10/31/12-11/05/12	Steve Harvey	2-3p	M--WThF----	:30		\$425.00	NM				
	Ⓜ See MG 20.10													
	PREEMPT													
	7	WRC	10/29/12-10/29/12	The Voice	8-10p	M-----	:30		\$11,500.00	NM				
	Ⓜ See MG 20.8													
	DNA-SEVERE WX COVERAGE													
	8	WRC	10/29/12-10/29/12	Hurricane Sandy	5a-5a	M-----	:30		\$11,500.00	NM				
	Ⓜ MG for 20.7 10/29													
	9	WRC	10/31/12-10/31/12	Steve Harvey	2-3p	---W-----	:30		\$400.00	NM				
	Ⓜ MG for 20.5 10/31													
	10	WRC	11/01/12-11/01/12	Steve Harvey	2-3p	----Th-----	:30		\$400.00	NM				
	Ⓜ MG for 20.6 11/01													
	11	WRC	11/02/12-11/02/12	Steve Harvey	2-3p	-----F----	:30		\$400.00	NM				
	Ⓜ MG for 20.3 11/02													
	12	WRC	11/05/12-11/05/12	Steve Harvey	2-3p	M-----	:30		\$400.00	NM				
	Ⓜ MG for 20.4 11/05													

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<u>Contract Dates</u> 10/22/12 - 11/02/12		<u>Product</u>
<u>Advertiser</u> DSCC-KAINE FOR SENA		<u>Estimate #</u> 12707
<u>Original Date / Revision</u> 10/19/12 / 11/14/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 21	WRC	10/23/12	10/23/12	Parenthood	10-11p		:30			NM	1	\$4,000.00
	IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$4,000.00			
N 22	WRC	10/27/12	10/27/12	Drama Encore	10P-11P		:30			NM	1	\$1,200.00
	IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$1,200.00			
N 23	WRC	10/22/12	10/28/12	11-1135p M-SU L NEWS	11P-1135P		:30			NM	5	\$18,000.00
	CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	11111--				5	\$3,600.00			
N 24	WRC	10/27/12	10/27/12	11-1135p M-SU L NEWS	11P-1135P		:30			NM	1	\$3,600.00
	CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1-				1	\$3,600.00			
N 25	WRC	10/28/12	10/28/12	Late News (NFL)	1130P-1205a		:30			NM	2	\$4,150.00
	IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1				1	\$2,500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WRC	10/22/12-10/28/12	Late News (NFL)	1130P-1205a	-----Su	:30		\$2,500.00	NM		
	See MG 25.2											
	PREEMPT											
	2	WRC	10/22/12-10/28/12	Late News (NFL)	1130P-1205a	-----Su	:30		\$4,150.00	NM		
	Ⓜ MG for 25.1 10/28											
	3	WRC	10/28/12-10/28/12	Sign-On/Sign-Off	1135P-1237A	-----Su	:30		\$0.00	NM		
	Ⓟ Bonus											
N 26	WRC	10/26/12	10/26/12	1237-137a Fallon	1237-137a		:30			NM	1	\$250.00
	CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				1	\$250.00			
N 27	WRC	10/23/12	10/25/12	1135-1237A TONIGHT SHO	1135P-1237A		:30			NM	2	\$3,000.00
	CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-1-1---				2	\$1,500.00			
Totals											60	\$114,040.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	53	\$99,330.00	\$84,430.50
10/29/12 - 11/05/12	7	\$14,710.00	\$12,503.50
Totals	60	\$114,040.00	\$96,934.00

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This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



WRC
4001 Nebraska Ave. NW
Washington, DC 20016
(202) 885-4000

www.nbcwashington.com

<u>Contract / Revision</u> 342962 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/22/12 - 11/02/12	<u>Product</u>	<u>Estimate #</u> 12707
<u>Advertiser</u> DSCC-KAINE FOR SENA		<u>Original Date / Revision</u> 10/19/12 / 11/14/12

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.